

Elmo Motion Control Enables Remote Onboarding, Ramps Coaching with Data-Driven Sales Enablement



Headquarters: Petach-Tikva, Israel

Founded: 1988

Company Size: 300+

Industry: Industrial Automation

“*Mindtickle is a great onboarding tool because we can send new reps the course, see how they’re doing with the content, and have them complete some tests – all remotely from the field.*”



Tovi Dana
Knowledge and Learning Director,
Elmo Motion Control

THE CHALLENGE



“Small, Smart & Simple” is the driving force behind Elmo Motion Control’s success. The Israel-based company designs, manufactures, and implements comprehensive, field-proven motion control solutions that enhance precision and speed in advanced machinery and robotics. Elmo’s 55 sales and applications people serve a global market, with the support of a full-time sales enablement staff of four.

Just three years ago, the sales enablement function at Elmo Motion Control was only beginning to come together. Initial training was based at the company’s headquarters in Israel, requiring new sales reps to travel in from all over the world. Onboarding was complex and difficult as the sales enablement team navigated around travel delays, coordinating schedules and speakers, and running the in-person training sessions. The company needed a way to make sales readiness accessible. Onboarding needed to start on day one, not in month two when they could finally make it to HQ.

THE SOLUTION



Mindtickle allows sales enablement to deliver highly relevant and engaging content. Mindtickle Missions, a role-play feature, allows Elmo’s reps to practice how they’d handle certain customer-facing scenarios, providing a low-stress, confidence-building way to learn best practices from peers. The rep provides information about an upcoming customer meeting and how they plan to handle it, then other reps around the world contribute their feedback. *“For example, if a rep is going to see a customer that’s building a unique surgical robot in China, then the folks in the U.S. or Germany can share their ideas.”* In general, Mindtickle maximizes sales enablement’s reach and data-driven effectiveness.

KEY RESULTS

Increased frontline manager coaching effectiveness

Improved peer-to-peer learning

Accessible and streamlined sales enablement and communication with reps in the field

Personalized, effective field coaching sessions for better reps and front-line managers

Greater visibility of reps’ improvement and engagement with training content over time

Delivering enablement to a global sales team

Communicating effectively with reps in the field was another critical challenge for Elmo. While the company leveraged an enterprise data platform, it was used *“as a place to store content and data; it wasn’t very effective at all.”* Dana explains. *“If we wanted to send out training, we would send it by email,”* making it difficult to track consumption and comprehension.

The enablement team quickly realized that in order to deliver the support that Elmo’s far-flung sales staff needed, they required the help of a modern sales enablement solution. *“We realized that we needed to get involved with a platform that would serve as a communications and training hub for us,”* revealed Dana.

But as the team researched solutions, it discovered that those goals were just a launching point for what Elmo could achieve with Mindtickle’s data-driven sales readiness platform.



“ The support from Mindtickle was tremendous. Whenever we needed anything, we’d get a response within minutes, no matter the time of day. ”

Tovi Dana, Knowledge and Learning Director,
Elmo Motion Control

Coaching the coach for a personalized enablement experience

For the first 18 months, the focus of sales enablement was delivering the right courses and content and making them accessible for their teams around the world. However, *“only 10 percent of what people can learn is acquired that way,”* said Dana. The enablement team wanted to expand the range of channels for learning by helping their front-line managers become better coaches.

Managers now use Mindtickle’s field coaching capabilities to help sales reps improve their performance and skills. *“A manager will use the coaching template in Mindtickle to review a team member’s performance during a customer meeting, providing a framework for their discussion afterward and making it easy to track how much the rep is improving with these structured coaching sessions,”* Dana explains. Not only are reps getting better, but the front-line managers are more effective coaches and can focus on certain aspects of training and remediation for a more personalized coaching approach.



The image shows a video player interface. On the left, a video frame displays a man with glasses and a headset, smiling and gesturing with his hands. Below the video frame is a progress bar and a timestamp of 14:53 / 36:05. On the right, a survey overlay titled "1-1 Coaching" is visible. It features a profile picture of Dajon Richardson. The survey contains two questions:

1. How was the sales rep in terms of confidence while handling the client's concerns?

A horizontal scale from 1 to 5 is shown, with a red dot indicating a rating of 5. The scale is labeled "Strongly Disagree" at 1 and "Strongly Agree" at 5.

2. Do you think the sales rep is skilled in confident communication?

Below the second question are five radio button options: "Very much", "Somewhat", "Undecided", "Not really", and "Not at all".

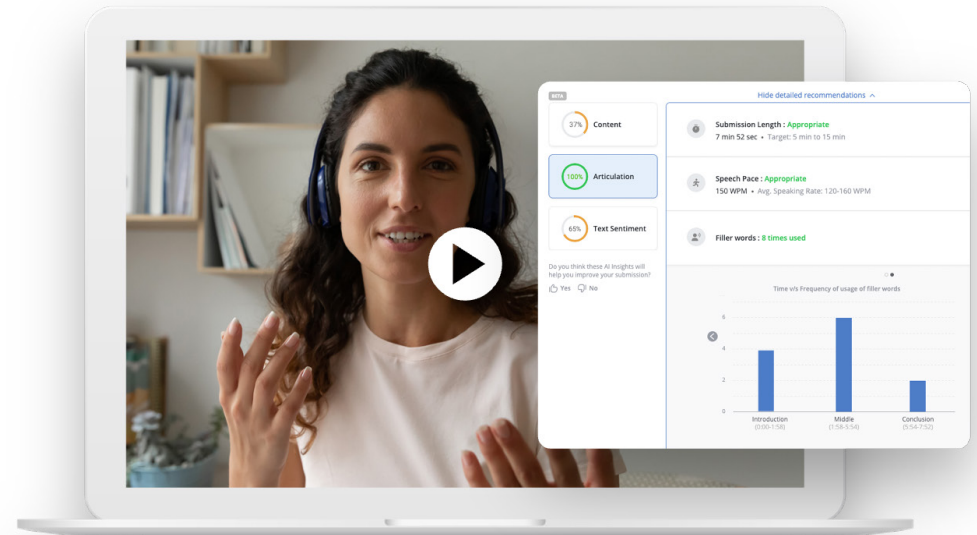
ELMO MOTION CONTROL SNAPSHOT

- * Global leading provider of high precision servo drives and multi-axis motion controllers
- * Designs, manufactures, and implements comprehensive motion control solutions
- * Enhances precision and speed in advanced machinery and robotics

Enablement succeeds when sales succeeds

Among other benefits, Dana appreciates the ability to measure and track results in Mindtickle. *“We’re measuring engagement in the platform; responsiveness to what we are sending out. Before we started using Mindtickle, we didn’t have a way to track any measurable results.”* The company is currently laying the groundwork for enablement analytics that will include quarterly challenges to monitor improvement for the whole sales team over time.

That ongoing improvement is crucial for the future of Elmo Motion Control’s sales efforts. *“The sales enablement team is essentially responsible for helping reps be more successful when interacting with the customer, whether it’s through better skills, deeper knowledge of best practices, or just a more effective way to deliver their presentations,”* remarks Dana.



“ Mindtickle is helping us ensure that our reps are as prepared as possible to be in front of our customers. ”

Tovi Dana, Knowledge and Learning Director,
Elmo Motion Control

mindtickle

Interested in learning more about how Mindtickle gets sellers ready for the moments that matter?

Get Started